

## Susan Wetherington

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**From:** Susan Wetherington [susan.gcdc@tds.net]  
**Sent:** Wednesday, July 21, 2010 9:04 AM  
**To:** gcdc@tds.net  
**Subject:** Green County Area E&I Meeting Monday, August 2



### Monthly newsletter

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**CATI to speak at August Meeting**

**June Wrap-up: WISC**

**Mineral Point meeting opportunity**

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### June Meeting Wrap-up: WISC

In June, Bud Gayhart of the Center for Innovation and Business Development in Whitewater, talked about Wisconsin Innovation Service Center (WISC) and the services they provide. Bud brought a power point presentation outlining early stage market research, competitive assessment, customer diversification assessments, licensing partner searches and customer and market

### August 2010

Welcome to the Green County Area Entrepreneurs & Inventors newsletter. We will highlight this month's meeting and share resources you might be interested in tapping into. Our goal at Green County Development Corporation is to open a dialogue with you--the entrepreneur and inventor--so that we can learn from each other and grow our businesses in Green County. If you have any suggestions for meeting topics or other resource opportunities, please let us know by emailing [gcgc@tds.net](mailto:gcgc@tds.net). Enjoy!

Anna Schramke, CEcD  
*GCDC Executive Director*

### E&I explores technology business opportunities

MONROE, Wis. . On Monday, August 2, 2010, the Green County Area Entrepreneurs & Inventors meeting will talk with Kate Walker, Assistant Executive Director of CATI. The meeting will be at the AmericInn Lodge Conference Room, 424 4th Avenue, Monroe. The meeting is from 6:30 to 8:30 PM. The evening event is FREE and open to the public. Refreshments are available.

Companies all over the United States have developed products and patents that are viable business opportunities, but don't meet their mission. As research and development teams work, they often create opportunities for others- if the right match mechanism is in place. The Center for Advanced Technology and Innovation (CATI) is that mechanism or conduit to connect small businesses and inventors to new opportunities.

assessments.

Using the data that WISC's assessments provide, an inventor or entrepreneur can make decisions on the whether to take a product to market and the best way to market the product.

Bud brought a lot of stories along of business people WISC has worked with and explained how they had used their services. To contact WISC, check their [website](#) or call 262.472.1365.



***"Obstacles are things a person sees when he takes his eyes off his goal."***

***E. Joseph Cossman  
Entrepreneur***

**Food Preservation  
Workshop – Canning,  
Freezing and MORE!**

**Saturday, July 31st**  
9:00am-3:00pm  
Pecatonica High  
School  
Blanchardville

Fresh garden produce is a wonderful thing! Unfortunately, it is only available for fresh consumption for a brief while.

Since 2001, CATI has been helping companies find a purpose for their unused technological assets by linking them with existing and up-start companies searching for solutions to their engineering, design and manufacturing challenges. They serve as a source of information and inspiration for entrepreneurs and inventors looking to utilize the research and development that currently exists within U.S. industry; helping them create new businesses based on that previously unused technology. CATI creates technology opportunities by removing the mystery behind technology transfer. We serves as a technology matchmaker,+Walker said.

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## **Field Trip to July 28 Mineral Point E&I Meeting**

Several entrepreneurs have asked about packaging and labeling for their products. On Wednesday, July 28 the Wisconsin Innovation Kitchen in Mineral Point will feature information on packaging solutions. We would love to take interested entrepreneurs to this meeting. In early 2011, Green County Area E&I will explore this issue. But if you want information NOW--

**Here is the scoop:**

**What:** Packaging solutions for food products

**When:** Wed. July 28, 2010 6 PM

**Where:** Wisconsin Innovation Kitchen  
851 Dodge St. Mineral Point, WI 53565

If you would be interested in traveling to Mineral Point to hear this speaker and are interested in car-pooling, please contact the GCDC office at 608.328.9452 or email [gcdc@tds.net](mailto:gcdc@tds.net).

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## **How Your Startup Can Make Money Now**

*These 5 tips will help you generate cash flow while you build a foundation for the future.*

*By Brad Sugars | July 13, 2010  
entrepreneur.com*

Beyond profit in a business, cash flow is king. For startups, establishing cash flow as quickly as possible is vital to keeping your operations going through your critical first year and beyond.

The key to maximizing cash flow in [your business is to understand the things you can actually work on and measure, to create a clear target number or objective.](#)

Those factors are your:

1. Total number of leads

By preserving these foods, you can enjoy many of them all year long.

You can store foods like potatoes and onions, hot process (canning) foods in jars, freeze them, and dry them.

Learn about how to do all of these safely, and enjoy the bounty of your home garden all year long! [Click here for Brochure.](#)

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### About GCDC

Green County Development Corporation, a multi-jurisdictional economic development corporation, was formed to bring professional economic development expertise to its member communities to create a competitive advantage to spur job creation and new investments. The organization leverages the resources of the county and its municipalities to ensure economic health and success of Green County communities and businesses. GCDC also administers the Green County Revolving Loan Fund. Visit the GCDC website at [www.GreenCountyEDC.com](http://www.GreenCountyEDC.com).

2. Conversion rate
3. Total number of transactions
4. Average value sale
5. Profit margins

What's one of the first and easiest ways to immediately boost cash flow and profit? Simply drive your customers to your bestselling (or primary) product or service with the highest profit margin. Beyond that, there are some other very simple ways to jumpstart cash flow from day one. Here are five tips to enable you to make cash upfront while generating a customer list that will serve as a foundation for repeat business for years to come. [Follow the article here.](#) You may find some of Brad's other articles of interest also.

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### About Green County Area Entrepreneurs and Inventors meetings

The Green County Area Entrepreneurs and Inventors is an informational forum where entrepreneurs, inventors, new businesses and people thinking about starting their own businesses can come together to encourage each other and share challenges and encouragement. The group meets on a monthly basis, usually the first Monday of the month.

Green County Area E&I Meetings are part of the Driftless Region Entrepreneurs, a group of E&I Clubs that cover the Southwestern Wisconsin region from Prairie Du Chien to Green County. Upcoming events are listed on the website [www.driftlessentrepreneurs.com](http://www.driftlessentrepreneurs.com).

More information about the group, starting a business or launching an invention is available at [www.GreenCountyEDC.com](http://www.GreenCountyEDC.com), emailing [gcdc@tds.net](mailto:gcdc@tds.net) or calling 608.328.9452.

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The August 2 meeting will be a great time of learning and encouragement. If you need directions or other information, please contact us at 608.328.9452 or email [gcdc@tds.net](mailto:gcdc@tds.net).

**See you August 2!**

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